



ISAC Communication, Education and Outreach (CEO) Subcommittee

Breakout Session Agenda

Tuesday, May 13, 2014

This agenda picks up from 2011-12 subcommittee meeting notes. Many issues have not been resolved since then. We have a lot to discuss about ISAC's role, advice and support.

Follow-up Business

1. Status of NISC Communication Plan and Products - Lori
 - Goal to increase awareness among agencies, policy makers, scientists, media resource managers, State councils and interested NGOs.
 - What is working with plan and what is not?
2. Update on Website and Newsletter successes and needs - Kelsey
 - Newsletter: Define audiences and the current monthly distribution numbers.
 - Website: Does website need a change of format, additions, alternate hosts, etc.?
 - Was Google analytics used to evaluate its use?
 - Does website post conferences, congressional actions, State and Federal agency News, as well as new research findings and new invasive threats?
3. Bob Wiltshire asked all subcommittees to send success stories to Bonnie for compilation and potential media use. None were submitted.
4. Why does NISC not have a Public Affairs Specialist? - Bonnie